

## CREATIVE BRIEF

BRAND NAME: Marlboro

ISSUED BY: Nicholas von Moltke

PROJECT TITLE: Medium 100's Launch

DATE ISSUED: January 29, 1992

DUE DATES: COMPS: Various  
FINAL A&K: Various

### I. STATEMENT OF PURPOSE:

In support of the launch of Marlboro Medium 100's, the Marlboro Promotions and Brand groups are seeking creative concepts for broad based retail, direct and media delivered consumer promotions designed to encourage "quality" trial and conversion, build volume and help create awareness of Medium 100's.

The specific promotions are:

Retail: B3G3F Flip Top Box offer in supermarkets featuring Medium 100's, Gold and Light 100's. (*on packings only*)

Medium 100's matches delivered via set sells.

Direct Mail: Mailing 1 - Cell #1 *two*  
2 free packs, an image brochure and ~~2~~ \$4 carton coupon on Medium 100's to competitive non-menthol full margin 100's smokers.

Mailing 1 - Cell #2  
An image brochure, a free pack coupon, four \$4 time released carton coupons on Medium 100's and a continuity offer to competitive non-menthol price value 100's smokers.

*Two* Mailing 2  
\$4 carton coupon on Medium 100's and a continuity offer re-contact mailing to competitive non-menthol full margin 100's smokers, plus responders to the request sampling ad.

FSI *→* Buy 1 pack, get 1 free coupon and \$4 carton coupon good on Medium Kings and 100's.

*on any style hundred*

In addition, the Marlboro Promotions group is seeking concepts for a high value continuity offer that will appeal to both young adult male and older female smokers for use in some of the Medium 100's launch promotions.

### II. OBJECTIVES:

- Generate "quality" trial and conversion among competitive smokers
- Build volume
- Help create awareness/visibility of Medium 100's

*Same  
as T+N  
Statement.*

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### III. CREATIVE STRATEGIES:

Within the context of Medium 100's advertising themes, creative for each individual promotion should announce New Marlboro Medium 100's availability, convince competitive 100's smokers and potential Marlboro outswitchers that new Medium 100's is the most flavorful low tar 100 mm cigarette, and clearly announce the promotional offer.

### IV. EXECUTIONAL CONSIDERATIONS

JAYNE

#### RETAIL

##### Elements

- 100 deal self-shipper display
- Banner
- Sell sheet
- Matches
- Match set sell

*60/20/20 2 100 deal*

##### Misc.

- Gold and Lights 100's included to insulate these businesses from trial on these packings and to provide enhanced visibility and support behind these packings.

- Matches should be long and thin.
- Set sells for matches should be easy to place in high visibility locations.

#### DIRECT

##### Elements

Duplication of Medium Kings launch for 1st mailing to competitive full margin smokers.

- Carrier for two packs
- Outer packaging
- Image brochure
- Letter
- \$4 carton coupon on Medium 100's

Additional elements for the ~~price-value~~ mailing to *price-value smokers.*

- Letter customized to offer and to price value smoker
- Continuity offer
- Envelope

Additional elements for re-contact mailing

- Letter customized to offer and promoting conversion
- Envelope

##### Misc.

- A reference to a follow-up mailing should be made in the first mailing to competitive full margin 100's smokers.
- Envelope of the re-contact mailing must tie-in to the *theme and feel and creative* visual on the first *look* mailing to allow instant recognition of the 2nd mailing.

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FSI

Elements

- B1G1F coupon good on Medium Kings and 100's
- \$4 carton coupon good on ~~Medium~~ 100's

CONTINUITY  
OFFER

Elements

- Offer order form

Misc.

- Cost limit of \$15 on a quantity of 50,000.
- Must relate to Medium/Medium 100's imagery

*any  
style  
hailms*

V. TIMING

The following dates reflect an oral briefing to the agency 1/9 and a desire by brand to include as many elements in the management materials as possible.

PROMOTION

Retail

*get blanks from Vince.*

*Carton display  
as well  
as  
pack-self shipper.*

Direct - Mailing 1

- Mailing 2

ITEM

Creative Concepts  
Final Comps.  
A&K

Creative Concepts  
Final Comps  
A&K

Creative Concepts  
Final Comps  
A&K

Creative Concepts  
Final Comps  
A&K

Creative Concept  
Final Comps  
A&K

Incentive Concepts  
Creative Concepts  
Final Comps  
A&K

DUE DATE

w/o 1/27 *02/*  
w/o 2/10  
w/o 2/17

w/o 1/27  
w/o 2/3  
w/o 2/10

w/o 2/3  
w/o 2/17  
w/o 3/2

w/o 2/3  
w/o 2/17  
w/o 3/2

w/o 1/13  
w/o 3/2  
w/o 3/23

w/o 1/20  
w/o 1/27  
w/o 2/3  
w/o 2/10

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